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(54) Titre : MARCHANDISES COMPRENANT DEUX PIERRES PRECIEUSES, OU D'AVANTAGE, TAILLEES A PARTIR
DE LA MEME GEMME

(54) Title: GOODS COMPRISING TWO OR MORE PRECIOUS STONES CUT FROM THE SAME ROUGH STONE

(57) Abrégé/Abstract:

A new principal for marketing and manufacturing of the goods comprising polished gemstones is disclosed. The goods such as sets of two or more loose polished gems or jewelry articles contained set in gems, that are cut from the same one rough stone. It provides consumers with higher emotional value of the items such as engagement and wedding rings and manufacturers with a method of adding higher value and usage of the rough gemstone material as well as new possibilities for promoting the sale of the loose gems or jewelry production.

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Abstract

A new principal for marketing and manufacturing of the goods comprising polished gemstones is disclosed. The goods such as sets of two or more loose polished gems or jewelry articles contained set in gems, that are cut from the same one rough stone. It provides consumers with higher emotional value of the items such as engagement and wedding rings and manufacturers with a method of adding higher value and usage of the rough gemstone material as well as new possibilities for promoting the sale of the loose gems or jewelry production.

Description

BACKGROUND OF THE INVENTION

The present invention relates to the goods, such as jewelry, comprising precious stones and diamonds in particular.

One of the biggest markets of jewelry and especially diamond jewelry is bridal and wedding jewelry and engagement and wedding rings in particular. About 2.5 million engagement rings are sold in the United States every year. Average price of the engagement ring in the US is \$2000. As a rule an engagement ring given by a man to a woman includes a relatively large polished diamond symbolizing commitment, strength and purity of feelings due to the unique nature and properties of diamond. Wedding bands symbolize unity and bonding or joining of a married couple and recent surveys indicate more than 50% contain smaller polished set in diamonds or other precious stones as well. Sometimes a man will choose a ring with one or a number of smaller diamonds as a wedding or engagement ring.

These jewelry articles are of great symbolic value and importance for the engagement and marriage of couples. The articles are usually worn all their lives and often passed on or inherited from one generation to the next.

Diamond prices are very dependant on progressive increments of weight. Rough diamonds are generally sawn or seperated to produce one large polished diamond. The remainder is used to produce a second and sometimes third or fourth much smaller polished diamonds. The second rough diamond is much less expensive and the diamond or diamonds cut from it are rarely used in engagement rings. The smaller rough diamond may even be onsold to a second business that specialises in smaller diamonds.

To enhance the emotional experience of the engagement and married couples special marketing methods and brand names are created to market diamonds and jewelery such as "A diamonds is forever", "Hearts and Arrows" diamonds, "Two become one", etc.

Because of the significant impact of human traditions and emotions have upon the value of engagement and wedding rings, and the value of the diamonds, the need remains for enhanced marketing methods. Further, a need exists for better utilization of the rough gem materials, especially the smaller cut off piece or pieces.

SUMMARY OF THE INVENTION

The present invention meets those needs by providing a new approach in creating and marketing goods comprising two or more polished diamonds or other precious stones cut from the same rough stone. These goods can comprise loose gems or gems set in complimentary jewelry articles such as women's and men's engagement or wedding rings.

The certificate of authenticity attesting the unique and identical origin of the gems from the same rough stone can accompany the goods created using this concept.

The concept described above provides higher emotional and symbolic value for consumers and a new marketing approach based on the association of the unique and sole origin of the gems as symbolic of the bonding and unity of the people possessing them.

Claims

1. Goods for sale, comprising
two or more precious stones cut from a single rough stone;
2. Goods as recited in claim 1 wherein said precious stones are two or more diamonds cut from
the same rough diamond.
3. Goods as recited in claim 1 wherein said precious stones are accompanied with the certificate
of authenticity attesting origin of the gems as being from one single rough stone.
4. Marketing of the goods as recited in claim 1 based on association of the unique and sole origin
of said precious stones as a symbol of unity and bonding together of the people purchasing
them.
5. Jewelry sets, comprising articles set with two or more gems cut from a single rough stone.
6. Jewelry sets as recited in claim 5 wherein said gems are diamonds cut from the single rough
diamond.
7. Jewelry sets as recited in claim 5 wherein articles are woman's and man's engagement or
wedding rings.
8. Marketing of the jewelry sets as recited in claim 5 based on association of the unique and sole
origin of said precious stones as symbols of unity and bonding between the engagement and
marriage of the couples.